

**New Program Proposal  
Bachelor of Arts in Psychology  
USC – Beaufort  
North and South Campuses**

**Summary**

USC-Beaufort requests approval to offer a program leading to the Bachelor of Arts degree in Psychology, to be implemented in the Fall of 2005 at both the North and South campuses.

The proposal was approved by the USC-Beaufort Faculty Organization, as well as the USC-Beaufort Provost, on September 6, 2002, and submitted for Commission review on February 17, 2004. The program was reviewed by the Advisory Committee on Academic Programs without substantive comment at the meeting on March 31, 2004. The program proposal was approved by the University of South Carolina Board of Trustees at its meeting on April 21, 2004.

The purposes of the program include providing a curriculum that is responsive to the region's educational needs, providing graduates with problem-solving and communication skills that will benefit their personal and professional lives, and preparing program graduates for careers ranging from mental health and related social welfare services to sales, advertising, and marketing. The proposed program leading to the Bachelor of Arts degree in Psychology is consistent with USC-Beaufort's institutional mission to "offer baccalaureate degrees that respond to regional needs," to "promote acquisition of knowledge and, through it, the intellectual dispositions and skills that encourage depth of understanding, tolerance of others, and individual accountability," and to encourage students to "think analytically and abstractly, to explore options, to see similarities, to be open to differences, to communicate effectively, and to respect each individual."

A Psychology major is considered a cornerstone of any liberal arts undergraduate institution. The curriculum would intentionally duplicate the Psychology program delivered at USC-Columbia. Establishment of the program would result in termination of the existing Psychology option within the Liberal Studies major.

The need for the program is based upon growth projections for the USC-Beaufort geographic area, as well as projected growth in the array of occupational

paths available to students with a solid foundation in psychology. The population of Beaufort County grew by 40 percent from 1990 to 2000; Beaufort is currently the fastest growing county in South Carolina. Jasper County demonstrates similar growth patterns, and according to data from the South Carolina Employment Security Commission both counties project continued and significant growth over the next decade. It is noteworthy that census data indicate that 1990-2000 population growth was greatest among the 10-14 year-old age group, suggesting a significant and growing pool of potential students within the USC-Beaufort service region. The proposal notes that students seeking a similar baccalaureate-level Psychology program within USC-Beaufort's geographic region (Beaufort, Colleton, Hampton, and Jasper Counties) would require a minimum two-hour daily commute to Savannah, Charleston, or Columbia.

Program graduates will have several career options available. Nationally, psychology ranks in the top tier of most popular majors on liberal arts campuses. Also, psychology was the most frequently chosen emphasis area in the Bachelor of Arts degree program in Interdisciplinary Studies (B.A.I.S.) degree offered by USC-Columbia. The U.S. Department of Labor projects above average growth in fields caring for the elderly, treatment and rehabilitation resulting from substance abuse, and psychological and social welfare services for children and young adults. Further, the South Carolina Department of Employment Security projects the following annual employment growth estimates for the USC-Beaufort service region: Counselors – 2.24%; Human Services Workers – 6.09%; Residential Counselors – 4.65%.

The curriculum consists of 120 credit hours, including 38-48 credits in general education, 0-6 credits in guided electives, 32 hours in major courses, 12-18 credits in a cognate or minor, and 16-38 credits in electives.

The four full-time and two adjunct (1.25 FTE) psychology faculty of USC-Beaufort have been offering all but one of the courses for the psychology major for several years.

The proposal indicates that one additional full-time tenure-track faculty member with expertise in social and developmental psychology will be needed to meet the anticipated student demand, and to expand advanced coursework options.

There are no admissions criteria specific to the program although students must meet USC-Beaufort general admissions requirements. Since USC-Beaufort was only recently authorized as a four-year institution, predicted enrollment for the program is based, in part, on the estimated interest of students who would have previously pursued the Bachelor of Arts degree program in Interdisciplinary Studies (B.A.I.S.) that was offered through a joint agreement with USC-Columbia.

Based on the subject area concentrations of current B.A.I.S. students, enrollment is projected at 54 headcount students (56.5 FTE) in FY 2005-06, and is expected to increase by at least five percent annually based on projections of regional population growth, leading to an estimated enrollment of 66 headcount students (69 FTE) in the fifth year.

No specialized accreditation is available for this program. No state licensure is required for the operation of this program.

New costs for the program are estimated to begin at \$84,773 in the first year, reducing to \$83,883 in the second year, and rising to \$88,868 in the third year, \$94,412 in the fourth year, and \$96,520 in the fifth year. Categories of costs over the first five years of the program's implementation include program administration (\$79,225); faculty salaries (\$221,676); clerical/support personnel (\$56,553); supplies and materials (\$2,500); library resources (\$35,000); equipment (\$6,000); and other (\$47,500). Total estimated new costs for the program during the first five years will be \$448,445.

Shown below are the estimated Mission Resource Requirement (MRR) costs to the state, and new costs not funded by the MRR associated with implementation of the proposed program for its first five years. Also shown are the estimated revenues projected under the MRR and the Resource Allocation Plan as well as student tuition.

Year	Estimated MRR Cost for Proposed Program	Estimated New Costs	Total Costs	State Appropriation	Tuition	Total Revenue
2004-05	\$531,044	\$0	<b>\$531,044</b>	\$0	\$322,179	<b>\$322,179</b>
2005-06	\$556,421	\$0	<b>\$556,421</b>	116,593	\$337,083	<b>\$453,676</b>
2006-07	\$586,498	\$0	<b>\$586,498</b>	122,277	\$355,272	<b>\$477,549</b>
2007-08	\$618,454	\$0	<b>\$618,454</b>	128,894	\$374,893	<b>\$503,787</b>
2008-09	\$648,531	\$0	<b>\$648,531</b>	135,857	\$393,082	<b>\$528,939</b>

These data demonstrate that if the institution meets the projected student enrollments and contains costs as they are shown in the proposal, the program will not be able to cover new costs with revenues it generates during the first five years of the program.

In summary, the institution will offer a program leading to the B.A. degree in Psychology that will provide students with a set of skills that prepares them for

occupations ranging from mental health services to sales, advertising, and marketing.

### **Recommendation**

The Committee on Academic Affairs and Licensing recommends that the Commission approve USC-Beaufort's proposed program leading to the Bachelor of Arts degree in Psychology for implementation in Fall 2005 at both the North and South Campuses, provided that: 1) the existing Psychology option within the Liberal Studies program is discontinued; and 2) no "unique cost" or other special state funding be required or requested.